



GREECE

Greek National Tourism Organization
GREECE – CHINA
VIRTUAL TRAVEL B2B ROADSHOW
22-25 November, 2021

2021
中希文化和旅游年
Έτος Πολιτισμού και Τουρισμού
Ελλάδας · Κίνας



Contents

1. What is the GNTO China Virtual Travel Trade Show in China?
2. What is the event program?
3. Who is participating?
4. What are the benefits for your business?
5. How is the virtual event experience?
6. How will we maximize China market impact?
7. How to Pre-register for the event?

1. What is the *GNTO Virtual Travel Trade Show in China*?

2021 has been declared the **Greece-China Year of Culture and Tourism**. This special memorandum **confirms the friendship of the two countries, and aims to deepen their relations and expand their cooperation in culture and tourism.**

The organization of the **GNTO Online Roadshow for China** will greatly contribute to achieve the goals established between both countries and will also be a fantastic way to close the events organised for the 2021 Greece-China Year of Culture and Tourism

- Reassure the **commitment of GNTO with this market;**
- Enable sales and training** for Chinese buyers so that they can be ready when outbound travel resumes;
- Showcase **Greek travel products and diversity;**
- Bring together Greek travel brands under the umbrella of GNTO to **conduct business with Chinese trade;**



1. What is the *GNTO Virtual Travel Trade Show in China*?

The *GNTO Virtual Travel Trade Show* is a **free, 100% online matchmaking event connecting you with 150-200 pre-qualified Chinese buyers for 1-on-1 meetings** to help you get products ready for recovery

- Fully **bilingual** – English & Chinese
- Connect on **PC, Mobile or WeChat**
- Your own Digital Profile** for Buyers to discover your business & request a 1-on-1 meeting
- Matchmaking & 1-on-1 meetings by video call & chat** with auto text translation
- Data collection on all Buyers** to power your China market recovery



*The European Travel Commission delivered their China Roadshow in April 2021.
More information on <https://thenextravelmarket.com/ETC>*



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2. What is the event program?

Live event: **22-25 November 2021** with **3 half-days of 1-on-1 meetings**

The detailed program will be released by October 29th 2021 to all approved Greek Participants

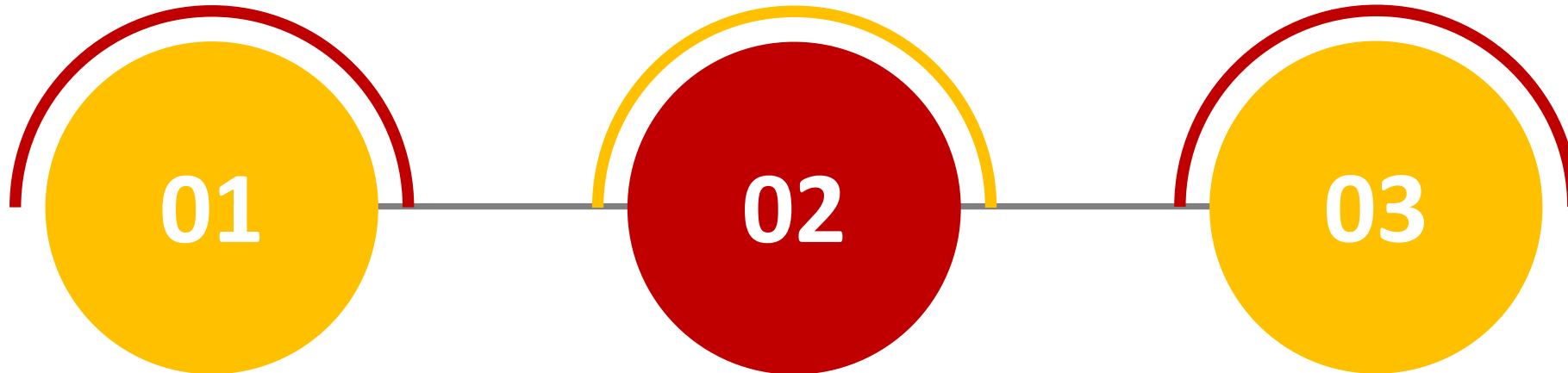
Day 1: 22/11	08:00 – 09:00 (GREECE TIME) / 14:00 – 15:00 (CHINA TIME) Opening Ceremony 09:00 – 12:30 (GREECE TIME) / 15:00 – 18:30 (CHINA TIME) Pre-scheduled 1-on-1 meetings <i>Always on: Sales Resources Hub & Networking</i>
Day 2: 23/11	08:00 – 09:00 (GREECE TIME) / 14:00 – 15:00 (CHINA TIME) Destination webinar by GNT0 09:00 – 12:30 (GREECE TIME) / 15:00 – 18:30 (CHINA TIME) Pre-scheduled 1-on-1 meetings <i>Always on: Sales Resources Hub & Networking</i>
Day 3: 24/11	09:00 – 12:30 (GREECE TIME) / 15:00 – 18:30 (CHINA TIME) Pre-scheduled 1-on-1 meetings <i>Always on: Sales Resources Hub & Networking</i>
Day 4: 25/11	09:00 – 12:30 (GREECE TIME) / 15:00 – 18:30 (CHINA TIME) Pre-scheduled 1-on-1 meetings <i>Always on: Sales Resources Hub & Networking</i>



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3. Who is participating?

- Every Greek participant is guaranteed a minimum of **15 x 1-on-1 meetings with pre-qualified buyers**
- Plus major trade marketing campaign to promote Greece and participating travel businesses.



01 Up to 45 Greek exhibitors

Greek travel companies and destination management offices (DMOs) targeting affluent Chinese travelers

02 150-200 Chinese Buyers

Pre-qualified Buyers from 1st Tier City source markets with affluent customer base, focused on high value private & tailor made groups

03 Thousands more Chinese Industry Professionals

High impact marketing to more than 60,000 Chinese outbound travel trade professionals

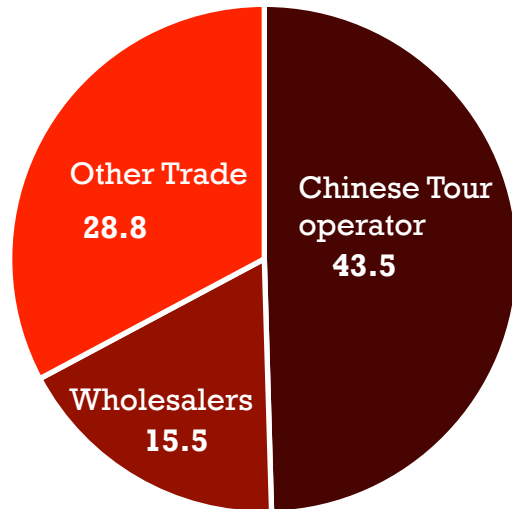


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3. Who is participating? Chinese Buyer Profile

- Only Buyers focused on high value small group and tailor made travel from First Tier City and emerging “New” First Tier City source markets will be invited
- Buyer Program team will drive Buyers to actively request and complete 1-on-1 meetings to generate more value for the participants

Company type



■ Tour Operator ■ Wholesaler ■ Other travel trade

Target markets

Geotargeting 1st and New First Tier Cities for semi-FIT market

- East China (Shanghai, Hangzhou, Nanjing)
- South China (Guangzhou, Shenzhen)
- North China (Beijing, Tianjin, Xian)
- Central China (Wuhan, Changsha)
- South West(Chengdu, Kunming, Chongqing)
- North East (Dalian, Harbin, Shenyang)

4. What are the benefits for the participants?

Participation is free with the support of the Greek National Tourism Organization

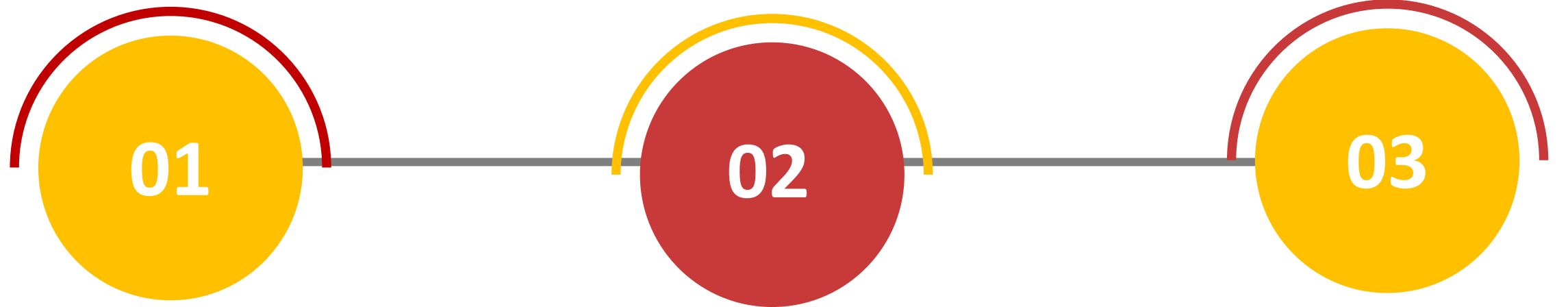
Immediate business opportunities during 4 days of 1-on-1 appointments via video and chat plus year-round Digital Profile and marketing

- **Intelligent matchmaking platform connecting you with more than 150 pre-qualified Chinese Buyers**
- **15 guaranteed 1-on-1 meetings for every Greek participant.**
Interpretation services (English-Chinese is also available if required)
- **Digital Profile** to introduce your product to Chinese Buyers and travel trade professionals
- **Year-round market presence** with ongoing promotion to +60,000 Chinese travel advisors
- **Export data on all Buyers** (incl. contact details & more) so that you can continue developing partnerships



5. How is the virtual event experience? *Overview*

Direct Meeting Request: request 1-o-1 meetings with Buyers until the live event ends



Set Up Your *Digital Profile*

Easy system to set up your Profile so that Buyers can discover you and request meetings

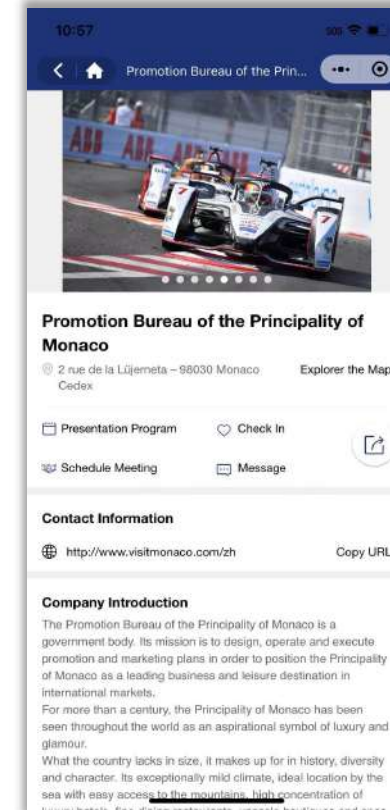
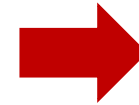
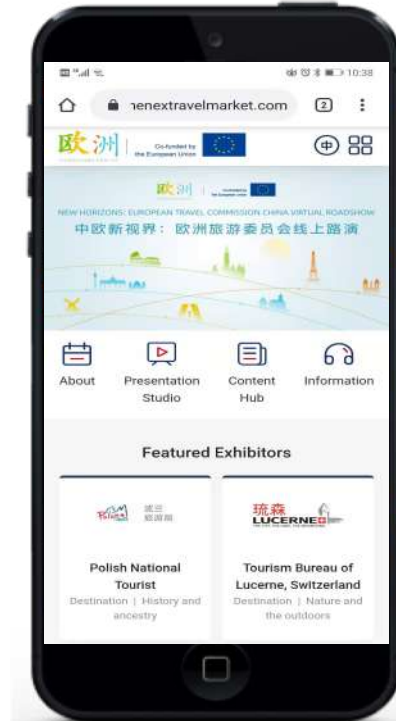
Direct Meeting Request

Greek Participants and Chinese Buyers can continue to request as many meetings as they like with a simple direct request tool

1-on-1 virtual meeting

Meet in a private room with video call and text-chat with automated translation; present a PowerPoint, send files and media; all Buyer and meeting data collected for Participants to export

5. How is the virtual event experience? *The Exhibition*



1. Buyer search an Exhibition Map or Listing with filtering tools to discover Greek Participant Digital Profiles

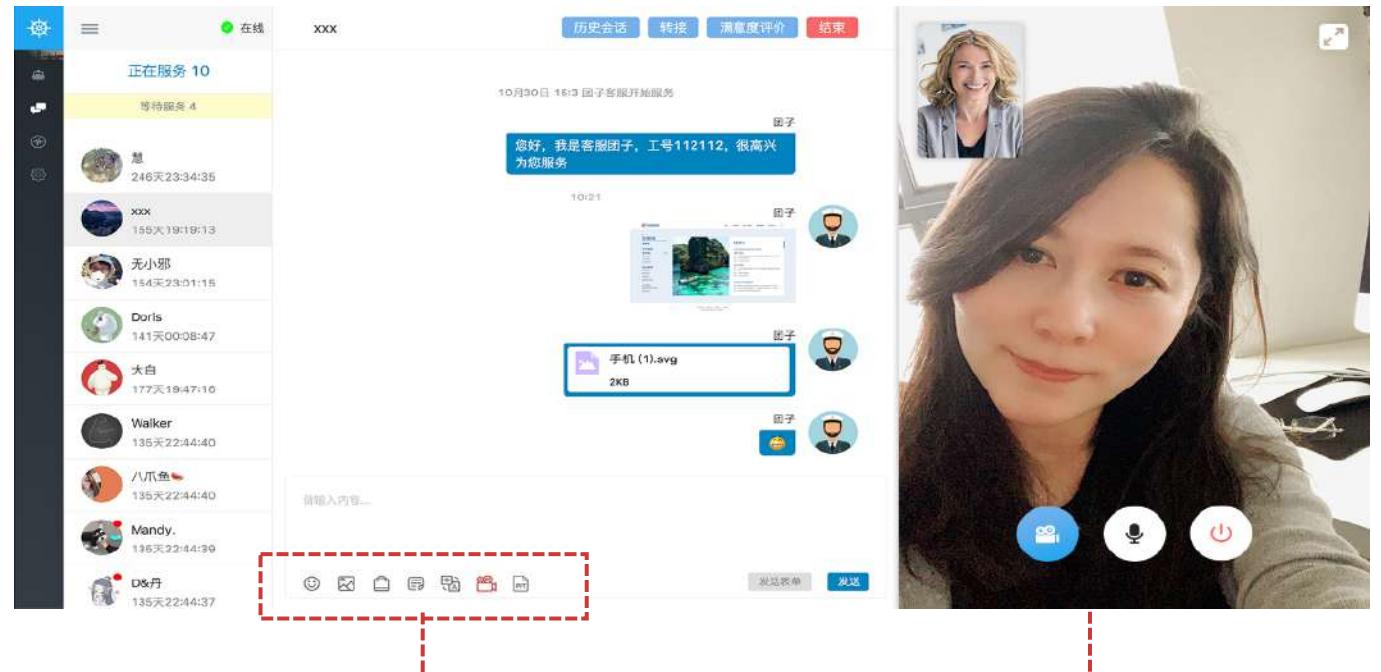
2. Buyers click through to Greek Participant Digital Profile to **request 1-on-1 meetings**, learn about your company & download materials



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5. How is the virtual event experience? *1-on-1 Virtual Meetings*

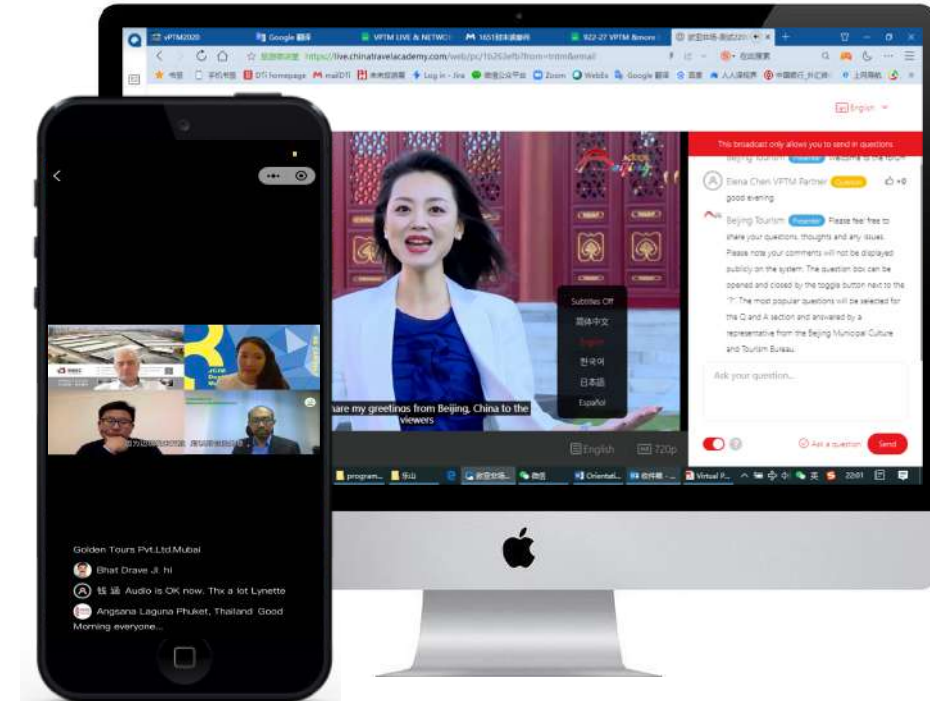
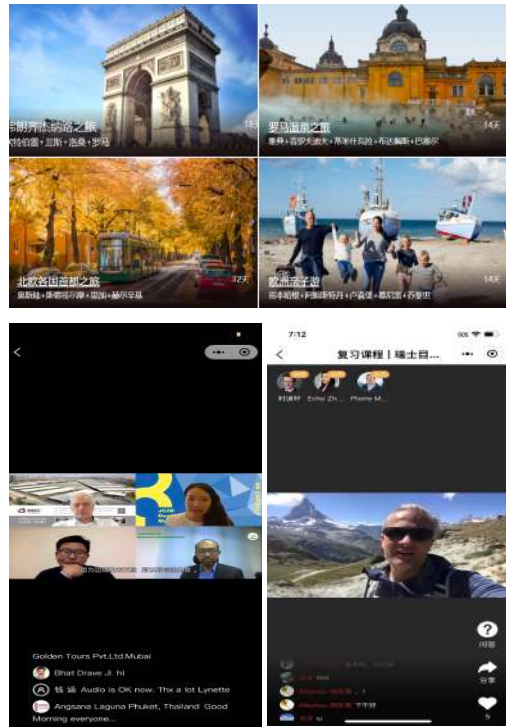
- After matching, Exhibitors and Buyers conduct their meeting in a **Private Meeting Room** with **video call** & **translated chat** (*Interpretation services English <-> Chinese is also available if required*)



Chat room w/ **2-way auto text translation**; content library to send files, images & videos

Video chat; launch PPT; quick link to invite more colleagues to the call

6. How will we maximise impact in China?



1. Content Hub will provide info and resources to Chinese travel agents helping them create new travel products

2. Trade Marketing Campaign to +60,000 Chinese outbound travel trade professionals to make Greece top-of-mind as the first destination to sell after travel resumes

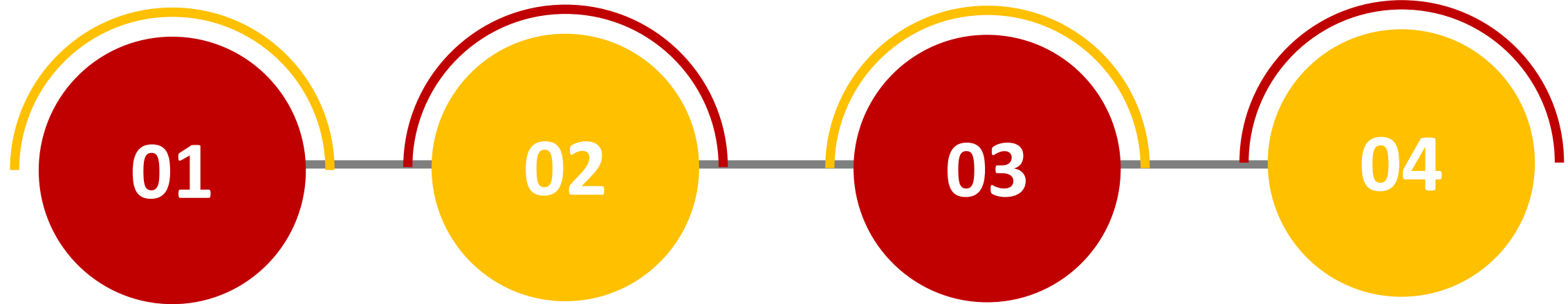
3. Virtual Opening Forum with senior Chinese and Greek officials & industry stakeholder presentations and panel discussions, promoted to +60,000 Chinese travel trade professionals and via other industry media partnerships

GREECE

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7. How to Pre-register for the event?

You must Pre-Register by October 19, 2021 by completing the Pre-Registration Form enclosed with this Participant Kit



01

Pre-registration

Pre-Register by October 19

02

GNTO Approval

GNTO will review and approve the final up to 45 Exhibitors for the event
Receive notification of approval by October 22

03

Training

You will receive training via webinar sessions and a written guide. Support also available to test your device (microphone & webcam) for 1-on-1 meetings.

04

Set up your Digital Profile

Login and set up your Digital Profile



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Pre-registration info

Pre-register by **October 19**, 2021 by completing and submitting the Pre-Registration Form to:

- a) Chloe Zhu: chloe.zhu@dragontrail.com
- b) José Sánchez Rodríguez: jose.sanchez@dragontrail.com

If you would like more information on the event before pre-registering, please email:

- a) Bora Shnitman: bora.sh@dragontrail.com; and
- b) José Sánchez Rodríguez: jose.sanchez@dragontrail.com

IMPORTANT



- Please indicate in the attached form whether you will require **interpretation services** for the 1-on-1 meetings
- There are limited spaces to participate. GNTO China Roadshow supports **up to 45 exhibitors. Exhibitors will be selected on a first-come, first-served basis.**
- The **registration form must be filled in in Chinese and English.** Please note that GNTO will not cover Greek/English – Chinese translations fees. If you require **translations services** (company description, additional digital brochures or video subtitles), please contact jose.sanchez@dragontrail.com for more information on pricing.



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